

Utah Watershed Review: The Final Printed Issue

The long-running newsletter will continue as an online, electronic-only publication

By Jack Wilbur
Editor, Utah Watershed Review

After 14 years, this is the final printed issue of *Utah Watershed Review*. We will continue to produce the newsletter electronically and post it to the Utah Department of Agriculture and Food's website: http://www.ag.utah.gov/conservation/nps_UtahWatershedReview.html. The site will contain an Adobe Acrobat Reader file of the current issue, as well as past issues dating back to December 1998. If you would like to receive email notification when each issue is posted on the site, please email me at: jackwilbur@utah.gov.

At this time, I want to exercise some editorial indulgence and dedicate a few column inches of space to some memories that stand out during the run of the print version of *Utah Watershed Review*.

When I arrived at the Utah Department of Agriculture (now the Utah Department of Agriculture and Food) in October of 1991, the newsletter produced in our division on behalf of the Utah Nonpoint Source Task Force was called *Your Water*. *Your Water* was a 4-8 page, 8.5 x 11" size publication printed on bond paper.

During my first year at the department I continued to print *Your Water*, while researching the possibility of changing formats. Printing on newsprint paper would allow us to increase the physical size of each printed page (to tabloid size) and still print the newsletter for a lot less money. My supervisor at the time, George Hopkin, had urged me to make some changes and produce a publication that was more in line with my personality. Coming from a journalism background, the newsprint format seemed like the right way to go. Because it was less money to print, we decided to increase circulation by adding current customers of the Agricultural Resource Development Loan program to the mailing list.

We also decided to combine our efforts with the Utah Association of Conservation Districts (UACD) as a way of filling more space for us and providing them with a larger outlet for their messages. Local UACD employee Alex Morris, was asked to serve as an associate editor. The secretary for our section at UDAF at the time, Nancy Hardman, was asked to serve as associate editor for a new education section. Work started in late 1992 on the first issue.

In late January 1993, the first issue of *Utah Watershed Review* was published. It was an 8-page edition with a special watershed focus on the Jordan River.

The watershed approach to conservation and environmental preservation was a relatively new concept at the time. We wanted to write a few stories each issue about a different watershed to help all of our readers to become a little more familiar with a specific area of the state.

The front page story about the Jordan River back then was about re-establishing more natural meanders in the river in the southern end of the Salt Lake Valley. Other stories related to the focus watershed in the inaugural issue included a discussion of building on the floodplain, a report of wetland development activities along the river corridor, written by a Utah Division of Wildlife Resources employee, an update on the hydrologic modification addendum to the Utah Nonpoint Source Management Plan, and a feature story about the history of the river. While those history pieces were never an unabridged, definitive history of the local waterway, they were always fun to write. The two-page education section also focused mostly on the spotlight watershed. Back then, the education pages usually included a word search, vocabulary words, an experiment or activity, and a map of the watershed.

That first year we explored some of the larger watershed project areas in the state, including the Jordan River, Upper Provo River, and the the Bear River.

Things went along quite well for a while using the format that started in 1993. However, change is the one constant in life, and things have definitely changed for me and for *Utah Watershed Review* over the years.

In late 1995, our associate editor for the education section, Nancy

Hardman, left the Utah Department of Agriculture and Food to work for the Central Utah Water Conservancy District. Her replacement, Virginia Sligting, was given some different and additional duties, which kept her from participating in developing the newsletter. Ms Sligting has continued to maintain the mailing list, however.

I tried to continue to produce a two-page education section every issue, but it became increasingly difficult to accomplish. What was a two-page spread soon became a one-page offering. Eventually, the on-going section gave way to an occasional education story.

The intense watershed focus also started to fade away. With a limited number of active watershed projects being funded by Section 319, I did not have the time, resources or network of co-workers to continue to write multiple stories each issue about watersheds that had not already been extensively covered.

Within a year or so of Hardman's departure, Alex Morris left UACD. The UACD page continued, however, until about the end of the 1990s. UACD was experiencing growth and they wanted to expand their reach into the conservation community on their own.

We continued to report watershed news as it came to our attention and did periodic special focus articles on issues as often as watersheds.

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UDAF Releases Behavior Change Guidebook for Water Educators/Watershed Groups

A new guidebook recently released by the Utah Department of Agriculture and Food (UDAF) will help watershed managers and other water education professionals improve the state's natural resources by urging citizens to adopt more natural resource-friendly practices.

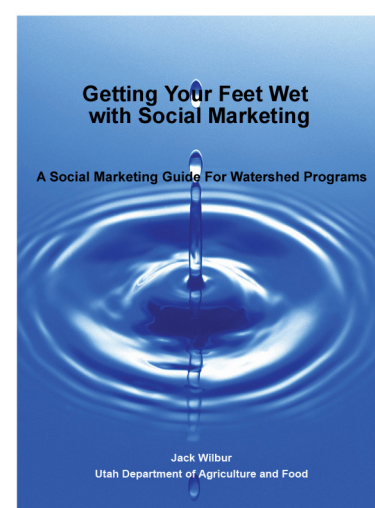
"Getting Your Feet Wet with Social Marketing: A Social Marketing Guide for Watershed Programs," is designed to teach individuals or groups how to successfully promote behavior changes in their local area to targeted groups of people. Though this guide specifically addresses soil and water conservation and water quality efforts, it is based on principles that can be used in any aspect of society.

"Making people aware of a problem and the solutions that are available is only part of the battle," said Jack Wilbur, UDAF public information specialist and principle author of the guide. "If you want to change people's behavior, you have to make it worth their while. You have to make the new behavior seem more attractive than not changing."

Social marketing is the use of marketing principles to influence human behavior in order to improve health or benefit society. Social marketing programs combine public education, interpersonal communication, media relations, marketing and advertising techniques to create a comprehensive outreach campaign.

While social marketing has been around as a discipline for 35 years,

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“Watershed Review” continued

The first special focus not related to a geographic area took place in the November/December issue of 1998, when we looked at the recently released draft NRCS/EPA Concentrated Animal Feeding Operation (CAFO) Strategy and first reported about the formation of a Utah CAFO committee that was charged with developing a state-specific version of the strategy. In the years that have followed we have reported on progress with the strategy many times.

Without a consistent spotlight watershed focus, without an education section, and without UACD, *Utah Watershed Review* continued into the new decade, having transformed further into a general watershed project information newsletter.

In 1999 we reported the approval of the National CAFO Strategy, the beginning of implementation of EPA Phase II Stormwater regulations, and the hiring of Mark Peterson by the Utah Farm Bureau Federation as that organization’s first-ever water quality specialist.

In 2000, I started to produce an education page again, title Learning About Our Water. The reborn education focus was not featured in every issue of the publication. It continued 2-3 times a year for the next few years. During the Governor’s Watershed initiative year from November 2003 through December 2004, we continued to focus a great deal on education, but the “books” graphic and the section title went away.

During that year, each issue was filled with reports of the progress of the Initiative. One of the major goals Former Governor Olene Walker outlined at her kickoff event in November 2003 was to significantly increase the number of groups taking part in the Utah Adopt-A-Waterbody program.

“We had about 30 groups in program at the beginning of the Watershed Initiative,” remembered Shelly Quick, Utah Division of Water Quality. “Many of those group were inactive. By the time we finished that year we had more than 100 active groups throughout the state taking care of local water bodies.”

The Governor’s Watershed Initiative faded away when former Governor Walker left office. The final UWR issue of 2004 reported that Walker had declared the Initiative a success at an awards ceremony held in early December.

The past two years have been fairly average years for Utah Watershed Review. We covered the Southern Utah floods of January 2005. We did a special focus on watershed education programs during the Spring of 2005. Since that time we have written stories about specific watersheds and covered other watershed-related issues as they have presented themselves.

In 2006, Utah State University Extension began contributing at least one article per issue. I also started contributing an article about social marketing. Those two elements will continue into 2007. However, the social marketing articles may not appear in every issue. As behavior change and measurable results become even more important as part of the Section 319 grant process, discussions of social marketing and social marketing training workshops will become more frequent.

As 2007 is beginning, we at *Utah Watershed Review*, see a bright future. If you would like to continue to receive notice when each issue is available, e-mail me: jackwilbur@utah.gov.

From us at the Utah Department of Agriculture and Food and *Utah Watershed Review*, thank you for your continued support.

Watershed Events

March

10th: Small Acreage and Ranchette Owners Education Workshop Saturday, March 10, 2007--Tooele, Utah

Contact/details: More information on this event is available online at: <http://www.extension.usu.edu>, or by calling: (435) 843-2352.

21-22nd: Watershed Coordinating Council--Richfield, Utah.

Details: Watershed coordinators from throughout the state gather for two days of meetings, training and sharing details of projects.

Contact: Carl Adams, Utah Div. Water Quality: CARLADAMS@utah.gov

27th: Northern Utah Mini-Water Conference--USU Space Dynamics Lab, Logan, Utah

Details: Featured luncheon speaker - Randy Julander, NRCS Hydrologist
Featured topics - water law, canal management, water use and development, storm water management, weed control along waterways, and managing water resources.

Contact: Clark Israelsen: clarki@ext.usu.edu (435) 752-6263

30th: Sanpitch Watershed Education Day--Ephraim, Utah.

Details: 4th grade students from both school districts in SanPete County will attend the half-day event at Snow College. The education day will run from 9:30 am to 1:35 pm.

Contact: Polly Johnson, SanPitch Watershed Coordinator. Polly.Johnson@ut.nacdn.net

April

13th: Beaver Watershed Day--Beaver, Utah

Details: Beaver High School geography students will participate in the half-day service project. This year about half the students will plant willows and other streamside vegetation, while the other half will remove thistle and other noxious weeds from upland areas.

Contact: Mark Nelson, Beaver County Extension. markn@ext.usu.edu

5 - 6th: Utah State University Spring Runoff Conference--Logan, Utah

Contact/details: <http://water.usu.edu/conference/>

6th: Advanced Macroinvertebrate Identification Workshop--Bear River Migratory Bird Refuge, Brigham City, Utah

Contact/details: For more information, contact Andree’ Walker andreedwalker@gmail.com
(435) 797-2580

Look For Us Online:
http://ag.utah.gov/conservation/nps_UtahWatershedReview.html.

Past issues dating back to 1998 as well as the current issue may be viewed or saved onto your computer.

Utah Watershed Review:

is the official publication of the Utah Nonpoint Source Task and is produced by the Utah Department of Agriculture and Food, with assistance from Utah State University Water Quality Extension.

<http://ag.utah.gov/conservation/uwr.html>
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Social Marketing Forum

Social Marketing Campaigns Take Great Planning

Succesful social marketing campaigns don't just happen. They are not easily achieved, but social marketing efforts can be consistently successful using a straight-forward process and series of steps.

The process starts by understanding the issues or subject matter. In the case of nonpoint source pollution in a watershed, it is important to understand the types of pollutants that are

causing most of the problem, and to identify the human actions that are likely contributing to the problem. From that point the social marketing plan can begin to take shape. The process is as follows:

- Define the problem
- Identify possible solutions
- Assemble/add to your team and community resources

- Conduct a SWOT Analysis
- Identify target audiences
- Assess the knowledge, attitudes, and practices of the targeted audiences
- Analyze the competition factors that exist
- Determine the exchange that should be offered to the audience
- Develop potential messages
- Test messages
- Determine the media mix
- Develop the campaign's implementation plan
- Evaluate the campaign
- Make necessary adjustments or refinements.

Sample Social Marketing Plan Matrix

Category	Statement/Description
Define the Problem (Baseline scientific data)	
Identify Possible Solutions (Including structural and behavioral)	product
Assemble Your Team and Assess Community Resources	
Conduct a SWOT Analysis (Examine the Strengths and Weaknesses of your team [internal] and the external Opportunities and Threats that could present themselves)	
Identify Target Audience(s)	
Assess Audience Knowledge, Attitudes and Practices (Baseline social data)	
Competition (...with a current behavior, other social and commercial messages, etc. Examine barriers to change)	
Exchange (What are you offering in place of the audience's current behavior(s)? What's in it for them? How does it benefit them?)	price
Develop Potential Messages	
Test Messages (Focus groups or discussion groups)	
Mediums (media mix) (Think of both mass media and community-based mediums and methods)	Promotion
Implementation plan (Identify who will do what and when. You may want to create a separate implementation schedule document)	place
Evaluation (You'll look at inputs and outputs [internal], and outcomes [external]. Outcomes may be short range, medium range and/or long range)	
Adjustments/refinements	

More information about the process and how each element works in available in the new electronic social marketing guidebook available from the Utah Department of Agriculture and Food: "Getting Your Feet Wet with Social Marketing: A Social Marketing Guide for Watershed Programs." The guide is available as a free pdf file format download at: <http://www.ag.utah.gov/conservation/GettingYourFeetWet1.pdf>.

People often think of outreach as something they should just do as it comes up. However, outreach campaigns--especially behavior change outreach campaigns--require as much planning as the on-ground watershed restoration projects they compliment.

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it has not been widely used locally in conservation and natural resource protection projects until recently.

Watershed social marketers promote practices that conserve water and protect or improve water quality. In urban and suburban areas such practices include picking up after your pet and properly disposing of the waste, sweeping grass clippings and fertilizers back onto the lawn rather than into the gutter and properly disposing of used motor oils. On the farm, social marketing campaigns may promote proper use of agricultural chemicals, fencing animals away from the creek or limiting their access, or planting willows and other plants on raw stream banks.

Those that can benefit from this publication include water quality educators and managers, park and public land managers, wildlife managers, and groups who work directly with agricultural producers or residential citizens to protect and conserve natural resources.

The 143-page publication is available as a free electronic (pdf format) download from the Department's website: <http://www.ag.utah.gov/conservation/GettingYourFeetWet1.pdf>. Click on a picture of the book's cover on the UDAF home page to download a copy.

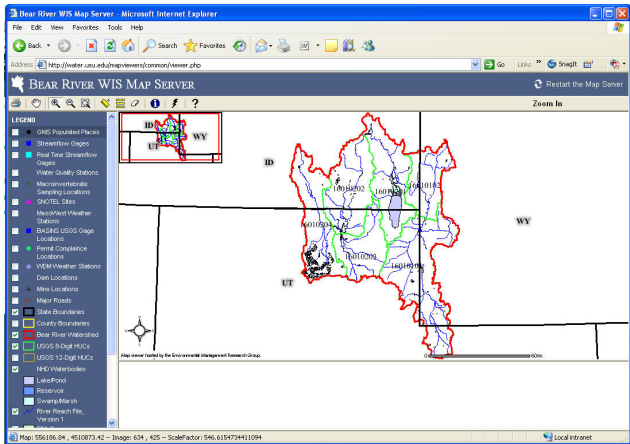


By USU Water Quality Extension

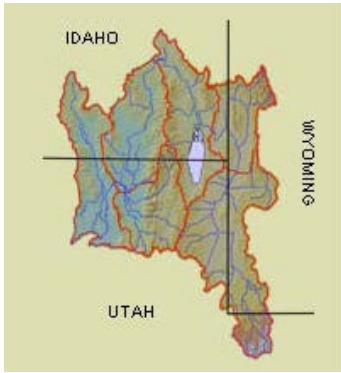
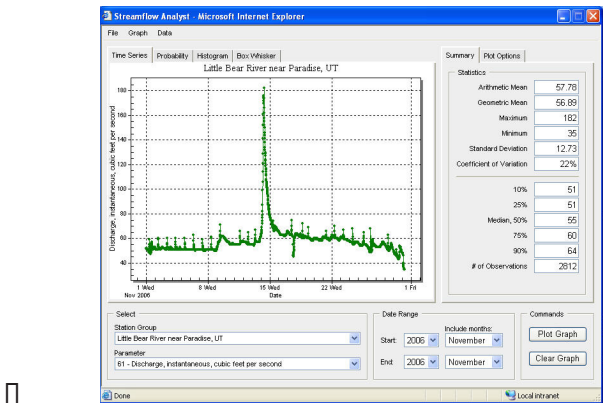
What is the Bear River Watershed Information System?

One of the difficulties of managing a large watershed that crosses state lines and other jurisdictional boundaries is obtaining information and making contacts for the entire geographic area. The Bear River Watershed Information System (BRWIS) has been created in response to this need. Developed with funds from EPA’s Watershed Initiative program, this interactive web site (www.bearriverinfo.org) provides users with a single location to access information and data about the entire Bear River watershed. The site includes maps and map making capabilities, water quality and other data, reports and project information, photos, educational materials, contact information for over 100 resource specialists, and more. The site is designed for a wide variety of users, including watershed and resource managers, agricultural producers, educators, scientists, and all other citizens in the watershed.

What can the Bear River Watershed Information System do for me?



The BRWIS provides a vast amount of information that can be used by a diverse audience. Different sections of the web page will be useful for different users.



● **Mapping:** Users don’t need special skills to make maps on this web site. The map utility contains many types of useful data, including land uses, elevations, rivers and roads, sampling stations and much more. Users can make the map at any scale and include as much or as little information as they want. They can also use a special pointer to obtain additional information about sites on the map. The map utility will even link to the data layers that are available at monitoring sites and to the “analysis tool” that allows users to graph the data and obtain summary statistics.

● **Data availability:** The data available on the BRWIS and the associated “tools” to manipulate them, are wonderful for watershed managers and anyone interested in obtaining data. The site allows you to graph information and obtain summary statistics. Users will find links to real-time monitoring, stream flow, water quality, climate, groundwater, and biological data specifically for the Bear River watershed which are updated when new resources become available. ●—

● **Total Maximum Daily Load information tool:** A special TMDL link allows users to browse through all of the Total Maximum Daily Load (TMDL) information in the Bear River watershed. This information includes which water bodies have been included on the Idaho, Wyoming, and Utah 303(d) lists (impaired waterbodies), what water quality parameters the water bodies were listed for, and the TMDL development status for each of these water bodies.

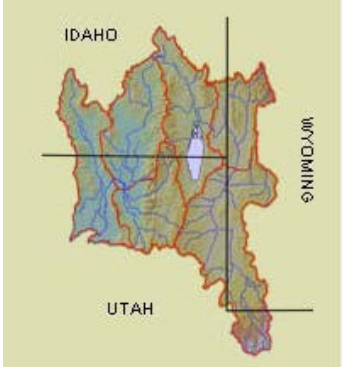
● **Documents:** The digital library found on the BRWIS provides users with access to final reports on studies within the watershed, power point presentations, data summaries, photos, and more. Not only can users download these resources, but we encourage everyone to add their Bear River specific resources to the site, by using the “add resources” function.

● **Finding the right person for your question:** Over 100 resource specialists have been entered into a searchable “resource guide” on the BRWIS. Contact information for experts on water quality, water rights, wetlands, education, and much more is easily accessible, so you can find the right person to talk to.

● **Calendar:** The searchable online calendar keeps users updated on the events in the watershed, and the “add” function allows users to post their own events, meetings, and trainings concerning the Bear River watershed as well.

● **Resources for Educators:** Educators and other resource providers will benefit from the in-depth descriptions the Bear River watersheds and sub-watersheds. The descriptions include information about water quantity and quality, wildlife habitat, people, recreation, and other points of interest in the watershed as well as photos. Other useful resource documents, such as past agency reports and powerpoint presentations are available in the digital library. Finally, check out the Bear River Watershed Curriculum guide for watershed specific lesson plans and activities.

● **Coming soon:** Check back with the BRWIS site to see tools such as a “Virtual Tour” of the watershed, a photo viewer, and more.



We encourage everyone to visit www.bearriverinfo.org and browse through the materials and resources the site provides.

Who can I contact for more information?

This project is funded through an EPA Watershed Initiative grant to the Bear River Commission. Most of the work is being conducted by researchers at Utah State University,. Partners in the project include the DEQs in Utah, Wyoming and Idaho, the Bear Lake Regional Commission, and the Bear River Water Quality Task Force. For information about how to become involved or to provide feedback, please contact either of the following individuals: